

R. H. Macy & Co

HERALD SQUARE Inc. NEW YORK



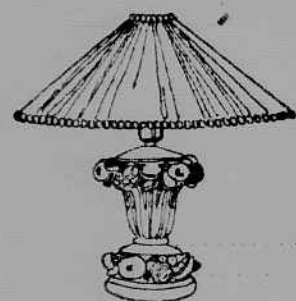
A necklace of real Oriental pearls

Dainty in size, but selected with painstaking care as to quality, these slender strands are as delicately lovely as flowers.

And they are, of course, perfect gifts for the bride, for the debutante for any one who appreciates the exquisite.

Ranging in price from \$129 to \$1,789, they offer interesting comparisons with the prices asked by other stores.

Notes—Main Floor, Front.



A beautiful lamp at a low price

The base of this lamp is of composition in an old gold color; the shade may be either blue, gold or rose. It is a very charming lamp for any boudoir. Complete with socket, bulb and cord.

\$4.89

We also have a large assortment of floor, table and boudoir lamps, both in solid mahogany and polychrome, and a fascinating variety of silk shades.

Notes—Basement, 34th St., Front.

Cotton fabrics

that have as their excuse for being the many practical and pretty garments that may be fashioned from them and at little cost.

Mercerized poplin 54c yard

An all cotton serviceable fabric with a lustrous finish. And in an excellent range of colors. The lighter shades are particularly good for draperies, while all the colors are appropriate for dresses and blouses. 35 inches wide.

Silk and cotton crepe 79c yard

A good quality of crepe printed in all over patterns in delightful color combinations. Navy and gold, white and navy, white and copenhagen, gray and rose, and others equally effective. For blouses and party dresses. 35 inches wide.

Notes—Second Floor, Centre.



Only twenty of these

Hudson seal coats Squirrel and beaver trimmed Special \$279.00

Made of Hudson seal (dyed muskrat), this dashing model is youthfully belted and is collared and cuffed with either squirrel or beaver. The flaring fashion of the cuffs is particularly engaging.

Notes—Third Floor, 34th Street, Front.

Lace curtains both imported and American made

White and Arabian color lace curtains, American made. 2 1/2 yds. long, \$5.24 to 9.74 a pair; 3 yds. long, \$6.74 to 13.49 a pair; 3 1/2 yds. long, \$13.49 to 27.50 a pair.

Irish point lace curtains from Switzerland. 3 yds. long, \$18.74 and \$22.74 a pair; 3 1/2 yds. long, \$19.50 to \$39.50 a pair.

Window panel curtains of fine scrim with motifs carried out in hand made lace and insertion, a few with machine made insertion, fine embroidered motifs. An assortment of beautiful patterns.

\$9.24 to 27.75 each.

Notes—Fourth Floor, 35th Street, Rear.

H. C. L. does not mean high cost of linens

Table linen

Pattern cloth and napkins to match, of heavy, finely woven, satin finish, pure linen damask from Ireland; an attractive assortment of designs, round and square.

Cloths

70 x 70 inches, each, \$7.89.
70 x 85 inches, each, \$9.89.
70 x 106 inches, each, \$11.89.

Napkins

21 x 21 inches, a dozen \$10.49
24 x 24 inches, a dozen \$12.89.
Pure Irish linen damask cloths, 62 x 62 inches, one design only, fleur de lis, each \$5.19

Cotton damask napkins; extra heavy, serviceable quality, full bleached, round designs. Size 22 x 22 inches.

\$4.96 a dozen

Pure linen table damask; very fine quality; snow white with a lustrous finish; several attractive patterns; 70 inches wide.

\$2.98 yd.

Imported mercerized cotton damask from Belfast, finely woven; looks just like linen and wears as well; floral and conventional patterns; 68 inches wide.

\$1.49 yd.

Towels

Cotton huck towels; 18 x 36 inches; heavy, serviceable quality; red and white borders; edges hemmed.

24c each

Pure linen, hemstitched, huck towels; finely woven, absorbent and soft; attractive, damask borders; neat, hemstitched ends; size 18 x 34 inches.

89c each

Turkish towels; full bleached, spongy and absorbent; all plain white; hemmed ends.

39c each

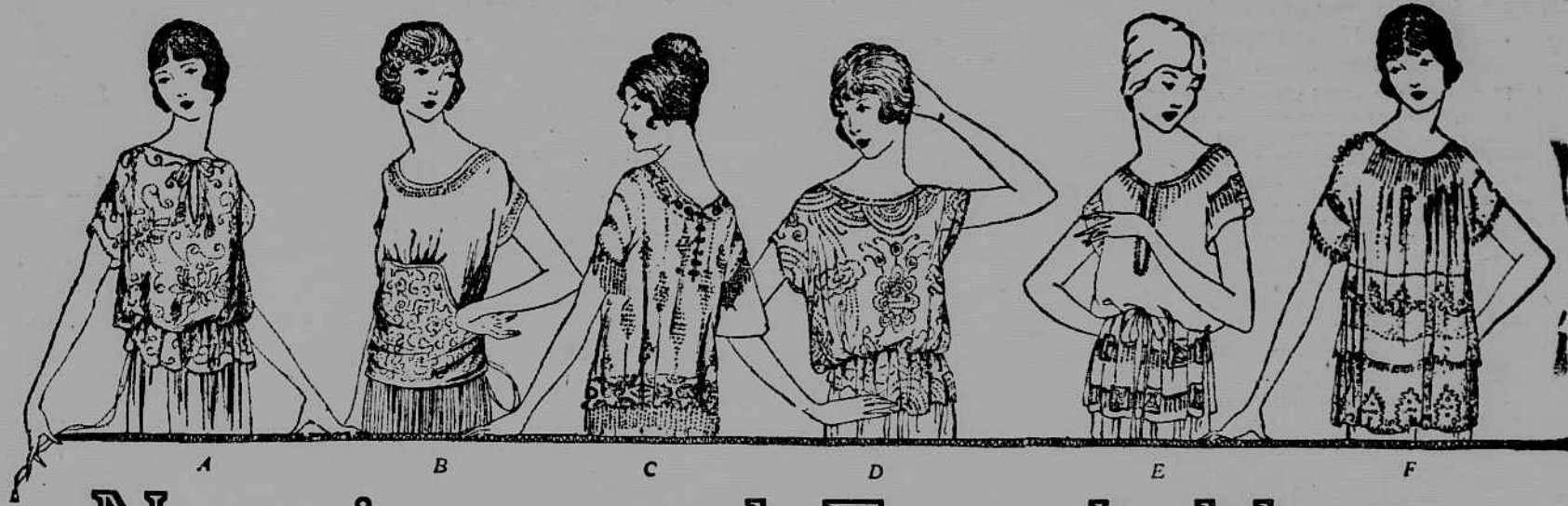
Turkish bath towels; snow white; large, soft and absorbent; white striped border; hemmed ends.

79c each

Union linen glass towels; imported from Ireland especially for us; made of finely woven linen and cotton yarn without a trace of lint; blue and red stripes and cross bar borders; hemmed, size 17 x 30 inches.

34c each

Notes—Second Floor, 35th Street, Centre.



New imported French blouses

They've just arrived—you'll know the minute you see them. Who was it that called them blouses—they're so much lovelier than their name. They are really little webs of Paris nattiness and charm and the tantalizing tricks of line that can't be explained in words.

A Model in chocolate brown satin beaded in a flower design with gold brown beads. \$45.25.
B This chic blouse is worked in dull contrasting beads on black, navy or white satin. \$34.25.

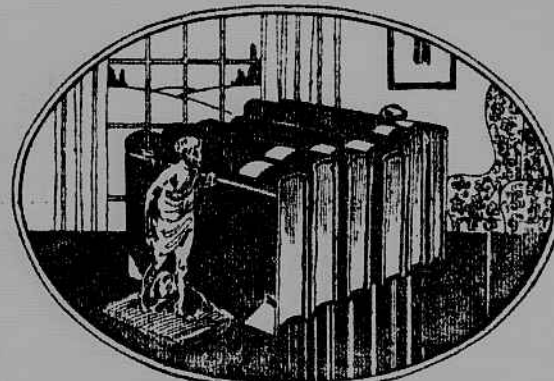
C A straight blouse of black Crepe de Chine has crystal bead embroidery and fringe. \$45.25.
D Elaborate bead embroidery distinguishes this blouse in navy blue or rose Georgette crepe. \$45.25.

(These prices include the war tax)

Some are of Georgette crepe traced over with patterns in beads, some are of satin, bead-embroidered, a model in black crepe de chine shows fringe of crystal beads, and others of creamy net have touches of soutache braid.

E Of navy, sand or black Georgette crepe, this blouse has motifs of appropriate colored braid and beads. \$34.25.
F This dainty soutache braid trimmed blouse of creamy net. \$30.95.

Notes—Third Floor, 34th Street



Real bronze book ends at half price Gifts for the library table

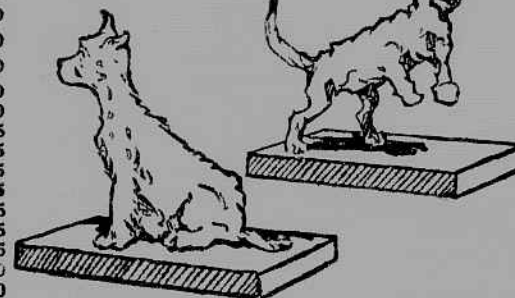
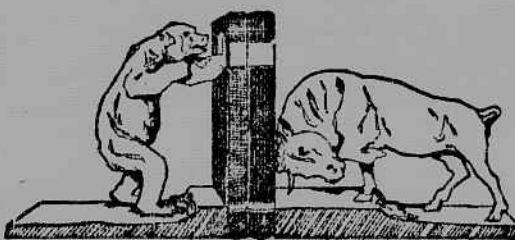
They are more than mere book ends, they are worthy of your serious consideration as works of art. Skilfully modelled of real bronze, most of them signed in the metal with the names of the various sculptors, they cannot be duplicated, since the firm which formerly made them has gone out of business.

A fortunate purchase enables us to offer them to you at half their regular price.

Buy them for Christmas gifts

| Subjects. | Sculptor. | Price. |
|------------------------|-------------|---------|
| Nymphs and Satyr | Keller | \$8.49 |
| Imps | after Barye | \$9.94 |
| Eagles | | \$9.94 |
| Vikings | | \$18.59 |
| Owls | Carr | \$16.59 |
| Indian Head | Peinlich | \$18.61 |
| Sitting Bull | Lambert | \$19.89 |
| Dante and Beatrice | McHench | \$19.89 |
| Shakespeare and Irving | McHench | \$19.89 |
| Egyptian | Peinlich | \$23.24 |
| Arena Lion | after Barye | \$24.58 |
| L'Amour | Peinlich | \$28.50 |
| Knowledge | | \$33.75 |
| Vagrants | Parsons | \$34.25 |
| Setter Dog | Men | \$36.50 |
| Tug of War | Peinlich | \$36.50 |
| Grecian Hound | Bottomley | \$36.50 |
| Young Faun and Pipe | Putnam | \$36.50 |
| Piping Satyr | Wright | \$36.50 |
| Aoudad Goat | Jehu | \$46.50 |
| Wall St. Bull and Bear | Jehu | \$46.50 |
| Buffalo | Jehu | \$46.50 |
| Cat | Fraser | \$46.50 |
| African Elephant | after Barye | \$49.75 |
| Elephant and Mahout | Jehu | \$49.75 |
| Snuff | Fraser | \$49.75 |
| Hercules and Aphrodite | Gelert | \$49.75 |
| Elephant and Comac | Griffoul | \$49.75 |
| Comrades | Parsons | \$59.75 |
| Omar Khayyam | Eberle | \$59.75 |
| Polo Players | Fraser | \$66.50 |
| Afraid | | \$66.50 |
| John Harvard | Robert | \$66.50 |

Notes—Main Floor, Broadway



Marchioness

corsets provide the means whereby every woman can keep the lines of her figure youthful and slender, and at no great expenditure. Take, for example, these

Two models at \$4.89

The first, of pink brocade, has an elastic band all across the top. Deep gussets of webbing over the thighs and the long straight hip lines will do much toward attaining the desired slenderness. Sizes 23 to 30.

Illustrated. The other model is fashioned of white coutil with an insert of elastic under the very low bust. Long skirt with deep elastic give.

Sizes 23 to 28.

Notes—Third Floor, 35th Street.

Bleached muslin sheets and pillow cases

Bleached, seamless sheets, for full-size beds; a good wearing quality. Size before hemming, 81x90 in.

\$2.09 each

Bleached muslin pillow cases, heavy and durable quality; size before hemming, 45x36 inches.

59c each

Madeira, hand-embroidered and hand-scalloped linen pillow cases; attractive designs on fine quality linen.

\$14.49, 15.49, 18.49 pair

Notes—Basement, 34th St., Rear.

For baby's first winter

Carriage covers \$2.89 to \$5.89. She or he will want to see the world from a baby carriage, and, of course, covered with something warm. There are white corduroy robes, plain or satin bound. Eiderdown robes with satin ribbon binding.

Navy, brown or gray corduroy, silk lined, makes practical coverings.

Japanese Quilts \$2.24 to \$5.49.

Soft, light quilts of satin, hand-embroidered in dainty designs in the centre and corners. Better ones of crepe de chine are fancy quilted and hand embroidered.

Infants' Japanese slippers \$1.19.

Of crepe de chine in moccasin or slipper style and hand embroidered.

Notes—Third Floor, 35th Street, Rear.

Dress goods \$1.98 yd.

the prices of which are the proofs of the truth of our slogan "lowest-in-the-city prices."

This costume corduroy is a beautiful, imported material. We have not been able to find in any other store in the city a corduroy of equal quality, even at a much higher price. The material is 22 inches wide; suitable for separate skirts, jackets and suits; also desirable for misses' and children's wear. It comes in a large assortment of desirable colors, navy, marine, light gray, Russian green, Burgundy, dark gray, mole, peacock, golden brown, seal, plum, taupe and rich black.

A special item

Black broadcloth, 54 inches wide, superior quality; rich, lustrous black; weight suitable for costumes. This is one of the best American made materials. It is already sponged and shrunk. Our regular price is \$5.29.

\$4.29 yd.

Notes—Second Floor, 35th St., Front.

For children's wear

French twill dress serge, all wool, 40 inches wide; a practical quality for general wear; navy blue only. This same quality of material has been sold elsewhere for \$2.50 a yard.

\$1.98 yd.

Blankets at about to-day's wholesale cost!

When these blankets have been sold higher prices may prevail, as manufacturers have advanced their prices from 25 to 50 per cent. since we bought them. Obviously, the time to buy is NOW!

Pure wool Amana blankets

Were made by the old colony of Shakers, in Homestead, Iowa. The prices were verified by us to be "lowest-in-the-city." You can substantiate this by comparing their prices with blankets of similar quality sold elsewhere.

| White | Gray |
|-------------------------------------|----------------------------|
| 1/2 and full size, 4 lbs., \$14.59 | full size, 4 lbs., \$11.69 |
| full size, 5 lbs., \$16.49 | full size, 5 lbs., \$14.69 |
| Plaid | |
| 4 lbs., \$13.59 | |
| 5 lbs., \$17.59 | |
| White woolen blankets, cotton mixed | |
| single size | full size |
| \$5.79 | \$5.79 |
| \$6.94 | \$6.94 |
| \$9.89 | \$9.89 |

Notes—Basement, 34th Street, Rear.

Tailored separate skirts \$7.94

These pleasing interpretations of the separate skirt present accordion pleated plaids, box-pleated plaids, and an absorbing variety of checks, stripes and plaids in plain tailored models made with pointed tab pockets, slit pockets, or patch pockets.

Attractive in line and coloring, fashioned of dependable material, and smart in appearance, they will combine themselves with any number of blouses, thus making your wardrobe appear more varied than it is. In smart combination of dark or medium colorings. They were formerly priced up to \$11.74.

Notes—Third Floor, Rear.

26 High grade wilton carpets priced below to-day's mill cost

These Wilton Carpets are the product of one of the largest mills in the country and comprise an attractive assortment. The patterns and colors are adapted for offices as well as for private homes. Some must be sold with the border, some can be sold without the border. They make handsome and durable rugs. The mill that made these carpets could not give us any promise of delivery were we to buy them today at a higher price than we are asking for them.

| | | | |
|----------|------------|------------|------------|
| 1/2 body | \$3.89 yd. | 3/4 border | \$2.09 yd. |
| 3/4 body | \$3.89 yd. | 2-4 border | \$3.14 yd. |

luxury tax additional.

Inlaid and figured cork linoleums

are here in a large, comprehensive assortment of up-to-date tile effects. In addition to the inlaid and figured cork linoleums there are plain linoleums in brown.

| | |
|-------------------------------------|-------------------------|
| Figured cork linoleums. | Inlaid linoleums. |
| \$1.04, 1.14, 1.24 and 1.39 sq. yd. | \$1.79 and 1.94 sq. yd. |
| And linoleum mats, 3 x 6—\$2.89. | |

Notes—Fourth Floor, 35th Street.

Fancy linings for the new fall wraps

Brocaded, satin faced lining, a pretty and serviceable material; effective designs in plain colors, white, tan, copenhagen, navy, also two-tone effects in wistaria and green, copenhagen and gold, rose and gray and jasper gray.

1 yard wide, \$2.12 yd.

Notes—Second Floor, Front.

Petticoats and bloomers for women

At \$3.74

A petticoat in either crepe de chine or wash satin with a wide insertion and edging of lace in filet patterns. In white and flesh.

At \$5.49

A petticoat of good quality messaline, made with the new straight lines, and showing a deep hemstitched hem. In solid and changeable colors, also in black.

Long bloomers at \$6.94

Made of silk jersey and trimmed with two pleated ruffles, these long bloomers may be used in place of a petticoat. In black and colors.

Notes—Third Floor, Centre.

With a thought for winter gaieties Dance gowns for women

With all the winter gaieties close at hand, with the Thanksgiving holidays near by, and the Christmas dances not so very far off, one needs to be prepared with a radiant gown or so, all shine and shimmer and lustrous charm. We have a lovely collection in pastel and vivid colorings from which you may choose.



Illustrated (A) is a model in taffeta showering into silk fringe on the skirt and showing hints of diminutive flowers here and there. In yellow, pink, American Beauty and black, \$79.75.

The frock illustrated (B) comes in pink, rose and white satin, and shows the influence of the famous petal frock of Paris, \$54.75.

Other models in stock. From \$38.75 to \$474.00.

Notes—Third Floor, Rear.



Store hours
9 to 5:30

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